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Philip Morris USA

1994 Share of Category Performance

		PREMIUM SOC		DIFF. VS. 1993	DISCOUNT SOC	DIFF. VS. 1993
PM-USA	54.8	55.1	2.8	3.0	27.4	-1.2
RJR		24.8	-2.0	~~-2.1~~	37.8	-4.5
B&W	6.1	6.0		-0.4	19.4	2.0
Lorillard	9.0	8.9	0.2	~~0.3~~	1.0	0.6
American		4.5		-0.4	10.0	2.7
Liggett	.8	0.7		-0.2	4.3	0.4

Source: Nielsen

CSM CC 1/16

Source: https://www.industrydocuments.ucsf.edu/docs/rfvk0004